

Message Text

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46

ACTION COME-00

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INR-10 LAB-06 NSAE-00 PA-03 RSC-01 SIL-01 PRS-01

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R 220945 Z JUN 73

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 1543

INFO AMEMBASSY PARIS

AMEMBASSY LONDON

UNCLAS THE HAGUE 2805

PASS COMMERCE (USTS)

PASS USIA

PARIS FOR USTS

LONDON FOR USTS

E. O. 1165 2: N/ A

TAGS : ETRD, NL, US

SUBJECT: NETHERLANDS VISIT USA TRAVEL PROMOTION AFTER
USTS - SUCCESSES AND PROBLEMS

1. AFTER EVALUATING MARKET POTENTIAL FOR U. S. TRAVEL FROM NETHERLANDS, EMBASSY DECIDED TO CONTINUE EMPHASIS ON VISIT USA PROGRAM DESPITE USTS WITHDRAWAL ON MARCH 1, 1973 AND HAS GIVEN PROGRAM HIGH PRIORITY. WE HAVE BECOME INVOLVED IN FOLLOWING ACTIVITIES, SOME OF WHICH HAVE ALREADY BEEN DESCRIBED IN OTHER COMMUNICATIONS:

- A) ENLISTED AMERICAN WOMEN VOLUNTEERS TO STAFF VISIT USA TRAVEL INFORMATION OFFICE IN EMBASSY TO SERVICE TRAVEL INFORMATION REQUESTS FROM INDIVIDUALS.
 - B) CONTINUED TO SERVICE REQUESTS OF TRAVEL TRADE FOR BROCHURES AND OTHER MATERIAL USING INVENTORY LEFT BY USTS,
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PARIS AFTER NETHERLANDS WAS DELETED FROM ITS JURISDICTION.

C) CURRENTLY ORGANIZING SERIES OF VISIT USA WORKSHOPS FOR TRAVEL INDUSTRY IN MAJOR NETHERLANDS CITIES AT WHICH KLM, PAN AM, TWA, UNITED AND AMERICAN AIRLINES, HERTZ, AVIS, GREYHOUND, TRAILWAYS AND SHERATON HOTELS WILL ALL COOPERATE TO PROMOTE US AS VACATION DESTINATION.

D) CONTINUATION OF TRAVEL FILM SERVICE FORMERLY FUNDED BY USTS THROUGH GENEROUS COOPERATION OF USIS THE HAGUE WHICH HAS AGREED TO FUND OPERATIONS UNTIL SEPTEMBER 1973 WHEN FILM SERVICE CONTRACTOR PLANS TO ISSUE NEW CATALOG KEEPING TRAVEL FILMS AVAILABLE BUT AT A CHARGE TO USERS. BETTER SOLUTION WOULD BE TO CONTINUE OFFERING FILMS WITHOUT CHARGE THROUGH USIS OR USTS FUNDING. HOWEVER, EMBASSY WOULD LIKE TO SINGLE OUT AND SALUTE THIS EXCELLENT USIS COOPERATION IN POST' S VISIT USA PROGRAM.

2. DESPITE INITIAL SUCCESSES, EMBASSY' S PROGRAM DEPENDS IN LONGER TERM ON FOLLOWING:

A) OBTAINING SOME MINIMUM ASSISTANCE FROM USTS IN FORM OF LARGE SUPPLIES OF BROCHURES TO SUPPLY TRAVEL TRADE FOR CY 1974. THIS IS CRUCIAL TO OUR CONTINUING AN ACTIVE VISIT USA PROGRAM IN NETHERLANDS. OBVIOUS SUPPLY SOURCE WOULD BE USTS, LONDON SINCE ENGLISH LANGUAGE MATERIAL WIDELY ACCEPTABLE HERE. HOWEVER, USTS LONDON HAS TOLD US THEY ARE UNABLE TO SUPPLY WITHOUT WASHINGTON' S AUTHORIZATION. ALTERNATIVELY, USTS, WASHINGTON COULD SUPPLY MATERIAL. LIST OF BROCHURES AND MINIMUM NUMBER NEEDED BEING POUCHED TO USTS, OFFICE OF ADVERTISING AND PROMOTION. CABLE REPLY APPRECIATED WHETHER WE CAN EXPECT USTS SUPPORT.

B) CONTINUING SUPPORT FROM USTS' S VISITOR SERVICES IN OBTAINING CAB WAIVERS FOR QUALIFIED MEDIA REPRESENTATIVES TO VISIT UNITED STATES ON FAMILIARIZATION TOURS.

C) BRINGING WALT DISNEY VISIT USA MOBILE EXHIBIT TO AMSTERDAM AS OFFERED BY ASST SECRETARY WASHBURN. KLM, PAN AM AND U. S. DOMESTIC CARRIERS HAVE BEEN ENTHUSIASTIC ABOUT THIS PROJECT FROM TIME IT WAS FIRST PROPOSED FOR FALL '74 (WASHBURN LETTERS TO AMBASSADOR MIDDENDORF 1/11/73 AND 6/6/73) AND HAVE BEEN PRESSING FOR SPECIFIC DATES AND GENERAL INFORMATION. EXHIBIT WILL BE IMPORTANT EVIDENCE OF USG SUPPORT OF VISIT USA EFFORT AND SHOULD SIGNIFICANTLY IMPROVE IMAGE OF USTS IN NETHERLANDS. CABLE REPLY APPRECIATED AS TO WHEN

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WE CAN EXPECT EXHIBIT.
TANGUY

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